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# Hollar & Co., Inc.

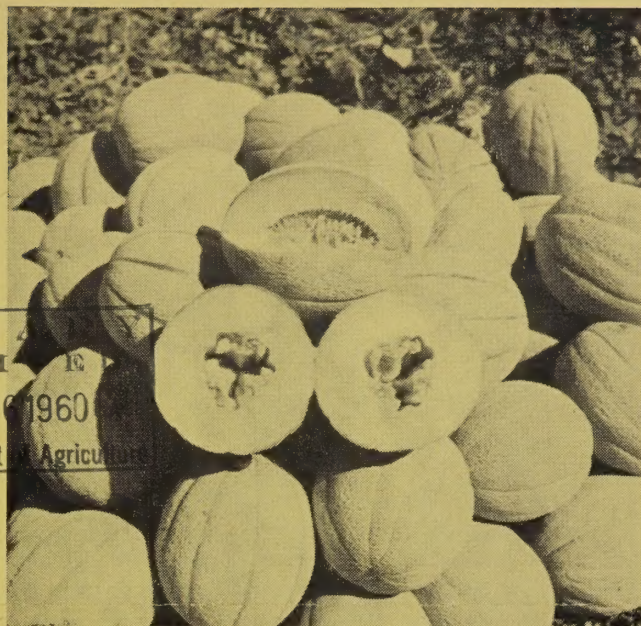
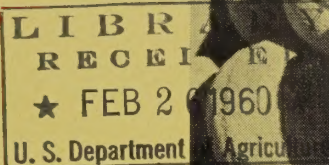
ROCKY FORD, COLORADO

BREEDERS AND GROWERS  
VINESEEDS ONLY

## CONTRACT PRICE LIST

### Preplanting Prices For Spring 1960

- |              |           |
|--------------|-----------|
| ★ WATERMELON | ★ SQUASH  |
| ★ CANTALOUPE | ★ PUMPKIN |
| ★ CUCUMBER   | ★ GOURD   |



### CANTALOUPE and MUSKMELON

COLORADO AND CALIFORNIA GROWN

#### POUNDS

Per lb. in lots  
75 lbs. 74 lbs.  
& up & less

Banana .....	
Bender's Surprise .....	
Casaba, Golden Beauty .....	
Cranshaw .....	
Delicious, Golden .....	
Delicious, Harris .....	
Delicious 51 (Fus. Wilt. Res.) .....	
Early Bender (Not Hardshell) .....	
Extra Early Green Flesh .....	
Edisto (Alter. P. M. Res.) .....	
Eden Gem .....	
Emerald Gem .....	
Extra Early Hanover .....	
Far North .....	
Giant Perfection .....	
Golden Champlain .....	
Gold Lined (Green Flesh) .....	
Harvest Queen (Fus. Res.) .....	
Hackensack, Large Early .....	
Hale's Best No. 33 .....	
Hale's Best No. 936 .....	
Hale's Best Jumbo, Imp. .....	
Hale's Best No. 45 PMR .....	
Hearts of Gold Improved .....	
Hollybrook Luscious .....	
Homegarden (Mildew/Aphid Res.) .....	
Honey Rock or Sugar Rock .....	
Honey Dew Green Flesh .....	
Honey Dew Golden Rind .....	
Honey Ball .....	
Iroquois .....	
Imperial No. 45 (Original P.M.R.) .....	
Imperial No. 45 Impd. Shipper .....	
Imperial D2 (Powdery Mil. Res.) .....	
Imperial No. 4-50, Thick Flesh P.M. .....	
Imperial No. 5 (P. Mildew Res.) .....	
Imperial No. 6 (P. Mildew Res.) .....	

**STOCK SEED SELECTION ON IMPROVED JUMBO.** Our new strain is more uniform and has thicker flesh. Our constant and vigorous program of selection on all varieties is your assurance of purity and high quality.

#### POUNDS

Per lb. in lots  
75 lbs. 74 lbs.  
& up & less

Knight's Early .....	
Lake Champlain .....	
Long John or Herrick .....	
Milwaukee Market .....	
New Yorker .....	
Netted Gem (Original) .....	
Osage or Miller's Cream .....	
Pennsweet (All American) .....	
Perfected Perfecto .....	
Persian, Small .....	
Persian, Medium .....	
Pershaw, Golden .....	
Pollock 10-25 .....	
Pride of Wisconsin .....	
Queen of Colorado .....	
Ridson .....	
Rio Gold (D. & P. Mil. Res.) .....	
Rio Gold 65 D/P/Mil. Res. .....	
Rocky Ford Green Flesh .....	
Rocky Ford Gold Lined .....	
Rocky Ford Junior .....	
Schoon's Hardshell .....	
Sierra Gold, Early Shipper M. R. .....	
S. R. 91 Improved (Sulphur Res.) .....	
Smith's Perfect (Downy Mil. Res.) .....	
Spartan Rock (F. Wilt. Res.) .....	
Super Market F1 Hybrid .....	
Texas No. 1 (Downy Mil/Aphid Res.) .....	
Tip Top .....	

Add 5c per lb. to all contract prices for orders submitted after May 1. We need your order early for full deliveries.

**CONTRACT PRICES WILL BE INCREASED**  
5c per lb. on May 1. We need your contract before planting time.

**THE ONLY FULL-LINE VINESEED SPECIALISTS**





**A PORTION OF ONE OF OUR BREEDING PLOTS.** Our Mr. C. Estes Johnson spends full time during the summer months engaged in cross-pollination, selection, and trial observations. Our entire business is devoted to the breeding and growing of the Cucurbit Vine Crops alone.

## CUCUMBER CALIFORNIA GROWN

### POUNDS

.....	A & C or Colorado.....
.....	Ashley (Mildew Res.).....
.....	Apple Shape or True Lemon.....
.....	Apple Crystal or White Lemon.....
.....	Black Diamond .....
.....	Boston Pickle .....
.....	Chicago Pickle .....
.....	Cool & Crisp .....
.....	Clark's Special .....
.....	Cubit .....
.....	Davis Perfect .....
.....	Earliest of All.....
.....	Early Cluster .....
.....	Early Fortune .....
.....	Early White Spine.....
.....	Early Russian .....
.....	Early Surecrop F1 Hybrid.....
.....	Early Marketer F1 Hybrid.....
.....	Highmoor (Scab Res.).....
.....	Improved Hycrop Pickling F1 Hyb.....
.....	Japanese Climbing .....
.....	Longfellow or Vaughan.....
.....	Long Green, Imp'd, White Spine.....
.....	Long Green, Imp'd, Black Spine.....
.....	Marketer .....
.....	Marketer, Long Strain.....
.....	Mincu .....
.....	Model .....
.....	National Pickle .....

Per lb. in lots  
100 lbs. 99 lbs.  
& up & less

**Early Contracts Help You  
Receive Full Deliveries**

## CUCUMBER Cont'd.

Per lb. in lots  
100 lbs. 99 lbs.  
& up & less

### POUNDS

.....	Niagara (Mosaic Res.).....
.....	Ohio M. R. 17 (Mosaic Res.).....
.....	Ohio M. R. 25 (Mosaic Res.).....
.....	Ohio M. R. 200 (Slicer, Mosaic Res.)..
.....	Packer .....
.....	Palmetto (Mildew Res.).....
.....	Palomar (Mildew Res.).....
.....	P-51 (Downy Mildew Resistant).....
.....	Producer .....
.....	Smoothie, Dark Green.....
.....	Santee (Mildew Res.).....
.....	Snow's Pickle .....
.....	Staysgreen, Short Type.....
.....	Staysgreen, Long Type.....
.....	Stono (Mildew Res.).....
.....	Straight Eight .....
.....	Tablegreen (Mosaic Resistant Slicer)
.....	Total Marketer F1 Hybrid.....
.....	Thorburn's Everbearing .....
.....	Vine Peach .....
.....	West India Gherkin .....
.....	White Spine, Arlington.....
.....	White Spine, Improved.....
.....	Wisconsin S.R. 6 (Spot Rot Res.).....
.....	Wisconsin S.M.R. 12, S.R./Mos. Res.
.....	Wisconsin S.M.R. 15, S.R./Mos. Res.
.....	Wisconsin S.M.R. 18, S.R./Mos. Res.
.....	White Wonder .....
.....	Woodruff's Hybrid .....

**SOMETHING NEW! Cucumber, TABLEGREEN**, bred by Cornell University and increased in our breeding plots. Mosaic resistant and the darkest green we have seen. We recommend it to you. Slicing type.

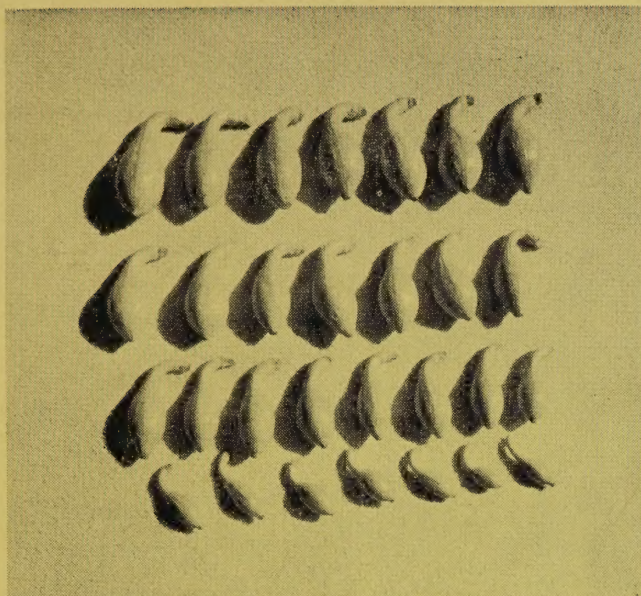
## GOURD

.....	Apple, Small Fruited .....
.....	Crown of Thorns .....
.....	Hercules Club .....
.....	Italian, Edible .....
.....	Large Bottle .....
.....	Mixed, Large Types.....
.....	Mixed, Small Ornamental.....
.....	Mixed, Small and Large Types.....
.....	Nest Egg .....
.....	Pear, Bi-Colored .....
.....	Small Orange .....
.....	Small Spoon .....
.....	Small Warted .....
.....	Syphon .....
.....	Turk's Cap .....
.....	Turk's Turban (Ornamental Squash)

## PUMPKIN

.....	Cheyenne Bush .....
.....	Connecticut Field .....
.....	Cushaw, Golden .....
.....	Cushaw, Green Striped.....
.....	Cushaw, White .....
.....	Dickinson .....
.....	Halloween or Jack O'Lantern.....
.....	Kentucky Field (Dickinson Strain).....
.....	King of Mammoth.....
.....	Small Sugar or New England Pie.....





**HOLLAR STRAIN OF EARLY SUMMER CROOKNECK.** A favorite of the commercial grower and shipper because of its smoothness and uniformity at the market stage. Constant selection and comparison with other strains is maintained. Stock seed produced only from disease-free fields in Colorado.

## SQUASH

### COLORADO AND CALIFORNIA GROWN (SUMMER VARIETIES)

POUNDS	Per lb. 75 lbs. & up	in lots 74 lbs. & less
Black Beauty .....		
Blackini F1 Hybrid.....		
Caserta .....		
Cocozelle, Green Bush.....		
Cocozelle, Long Dark (Bush).....		
Cozini .....		
Crookneck, Early Summer Yellow.....		
Storr's Green F1 Hybrid.....		
Scallop, Benning's Green Tint.....		
Scallop, Benning's Small Blo. Scar.....		
Scallop, Early White Bush.....		
Scallop, Mammoth White Bush.....		
Straightneck, Early Prolific Imp'd.....		
Tatuma .....		
Vegetable Marrow, Green Bush.....		
Vegetable Marrow, Green Vine.....		
Vegetable Marrow, White Bush.....		
Vegetable Marrow, White Vine.....		
Zucchini, Black Imp'd.....		
Zucchini, Black (Slim Seeded).....		
Zucchini, Grey (Sm. Seeded/Fruited).....		

### (WINTER VARIETIES)

Baby Blue .....		
Banana, Blue or Slate.....		
Banana, Pink .....		
Banana, Pink Jumbo.....		
Banana, Orange Canner.....		
Boston Marrow .....		
Buttercup .....		
Buttercup, Bush Type.....		
Butternut (Pre-Bloom Rogued).....		
Butternut (Improved Strain).....		
Delicious, Golden .....		
Delicious, Green .....		

## SQUASH Cont'd.

Per lb. in lots  
75 lbs. 74 lbs.  
& up & less

### POUNDS

.....	Ebony Acorn .....
.....	Hubbard, Blue .....
.....	Hubbard, Blue, New England Strain..
.....	Hubbard, Chicago Warded.....
.....	Hubbard, Improved Green (True).....
.....	Hubbard, Golden .....
.....	Marblehead, Mammoth or Umatilla..
.....	Table Queen or Acorn.....
.....	Table Queen, Mam'th (Royal Acorn)
.....	Turk's Turban, Colorful.....
.....	Warren Turban (Lrg. Fr'd/Orange)

## TREATING PRICES

**ARASAN** treatment on either packaged or bulk seed, 2c per lb. extra; **DELSAN** 3c.

## PACKAGING PRICES

**FOR ONE-POUND TIN**—18c above bulk price.

**FOR FIVE-POUND TIN**—8c per pound above bulk price.



**FIVE-POUND AND ONE-POUND TINS** of our **SELECT** brand are very popular in the Southern States. Seed for this package is from selected fields and is dried, then **RE-DRIED** to exactly the proper moisture content, and treated against seedling-decay and damping-off organisms. This combination of treatments plus the hermetically sealed container will give you longer shelf-life and give your customer a stronger seedling. Replaceable stickers show germination and date of test.

Over twenty individual labels now in use; a color photo of each of the major varieties, and many of the minor varieties.



## WATERMELON

### NON-CERTIFIED

POUNDS	Per lb. 75 lbs. & up	in lots 74 lbs. & less
..... Angelino Black Seed.....		
..... Black Diamond .....		
..... Black Diamond, Yellow Belly.....		
..... Blackstone (Anthracnose Res.).....		
..... Blacklee (Wilt Res.).....		
..... Charleston Gray (Anth. Wilt Res.).....		
..... Calhoun Sweet (Wilt Res.).....		
..... Chilean Black Seeded.....		
..... Cole's Early or Harris Earliest.....		
..... Congo (Anthracnose Res.).....		
..... Dixie Queen (Wilt Res.).....		
..... Dixie Queen (Wilt Res. F1 Hybrid).....		
..... Early Arizona .....		
..... Early Canada .....		
..... Early Kansas or Red Russian.....		
..... Fairfax (Anthracnose/Wilt Res.).....		
..... Florida Giant .....		
..... Garrisonian (Anthracnose Res.).....		
..... Garrison .....		
..... Georgia Rattlesnake .....		
..... Golden Honey .....		
..... Halbert Honey (Wilt Res.).....		
..... Hawksbury, Purdue (Wilt Res.).....		
..... Hope Diamond (Anthrac. Wilt Res.).....		
..... Ice Cream .....		
..... Irish Grey .....		
..... Ice Box Red Flesh.....		
..... King and Queen (Winter).....		
..... Kleckley Sweet .....		
..... Kleckley Sweet Improved.....		
..... Kleckley Sweet No. 6 (Wilt Res.).....		
..... Klondike Black Seed No. 3.....		
..... Klondike Black Seed No. WR-3.....		
..... Klondike R7 (Wilt Res.).....		
..... Klondike 65 (Wilt Res.).....		
..... Klondike Black Seed WR-113.....		
..... Klondike Striped No. 11.....		
..... Klondike Blue Ribbon Striped W.R.....		
..... Klondike RS57 (New) (Wilt Res.).....		
..... New Hampshire Midget.....		
..... Northern Sweet .....		
..... Peacock, Special Shipper.....		
..... Peacock, Scarlet .....		
..... Peacock, W.R.60 (Wilt Res.).....		
..... Peacock, Striped Red Flesh.....		
..... Peerless .....		
..... Rhode Island Red.....		
..... Stone Mountain .....		
..... Summit (Wilt Res.).....		
..... Sugar Baby .....		
..... Super Red Heart.....		
..... Sweetheart .....		
..... Tendersweet .....		
..... Texas Giant .....		
..... Tom Watson .....		
..... Wilson's Sweet .....		
..... Winona (Wilt Res.).....		
..... Wondermelon (Wilt Res.).....		

## CITRON

..... Citron, Green Seeded (Preserving).....
..... Citron, Red Seeded (Preserving).....

## Colorado Certified Watermelon Seed

HIGH  
GROWN  
VIGOR



ALTITUDE  
FOR  
VITALITY

### POUNDS

..... Black Diamond .....
..... Black Diamond, Yellow Belly.....
..... Blackstone (Anthracnose Res.).....
..... Charleston Gray (Anthr./Wilt Res.).....
..... Congo (Anthracnose Res.).....
..... Chris Cross (Wilt Res.).....
..... Dixie Queen (Wilt Res.).....
..... Florida Giant .....
..... Garrisonian (Anthracnose Res.).....
..... Hope Diamond (Anthr./Wilt Res.).....
..... New Hampshire Midget.....
..... Summit (Wilt Res.).....
..... Sugar Baby .....
..... Texas Giant .....
..... Wilson's Sweet .....

Per lb. in lots  
75 lbs. 74 lbs.  
& up & less

## SEED GROWING CONTRACT

Hollar & Co., Inc., hereby agrees to undertake the production of the within named varieties and quantities of seed. The purchaser agrees to accept and pay for these seeds according to the following terms and conditions. This contract is final when signed and accepted at Rocky Ford, Colo., and is executed and performed at Rocky Ford, Colo. Sale is FOB Rocky Ford. Containers extra at market value. Terms net 30 days with 1½% discount for payment within 10 days for firms of good rating, otherwise draft with bill of lading. It is agreed that a pro-rata delivery will be accepted as a satisfactory delivery in case of shortage caused by short crop, fire or accident. Purchaser agrees to accept shipment when ready, at seller's option. It is agreed that any controversy or claim arising out of or relating to this contract, or the breach thereof, shall be settled by arbitration in accordance with the rules of the AMERICAN ARBITRATION ASSOCIATION of the A.S.T.A. or such other rules as it may designate. The arbitration shall be held in the U.S.A. unless the parties agree upon another locality. This agreement shall be enforceable and judgment upon any award rendered by the arbitrators may be entered in any court having jurisdiction thereof. All seeds sold under the limited warranty clause of the American Seed Trade Association.

According to the above terms and conditions you may enter our order for the quantities and varieties indicated.

(Signed) \_\_\_\_\_  
(Customer's signature & position)

\_\_\_\_\_  
(Customer's address)

HOLLAR AND CO., INC. by \_\_\_\_\_

Date \_\_\_\_\_

### Shipping Instructions:

( ) Rail ( ) Truck